



the Signal

ON the highest bluff overlooking the Arkansas river and its fertile valley, chosen because of its predominance, the red man built his signal fires, the smoke of which could be seen for miles. It was his primitive means of spreading the news of the day and of calling the tribal chiefs to council.

With the advance of civilization came many improvements in the methods of answering the people's desire for news and their eagerness to learn what the markets were offering. None, however has added more to this advance than has the daily newspaper, with its news of the world and its advertising. These additions constitute a far greater step forward in the methods of supplying this demand for news, than that of all past centuries combined.

THE WORLD has taken the place of the redman's signal fires, and like the highest peak, stands predominant in Eastern Oklahoma. THE WORLD has the services of the greatest news gathering agencies all over the world, and publishes far more news than any other Tulsa newspaper. THE WORLD carries the greatest volume of advertising and it enjoys the largest circulation. It is through the advertising columns of THE WORLD that the progressive merchants, fighting for their share of business for 1922, will place their "SIGNALS."

THE TULSA WORLD is a home newspaper and is delivered to practically every family in the city. The total net paid circulation is now over 35,000 daily and 37,000 Sunday—40 per cent greater than any other newspaper in this territory. The fact that THE WORLD reaches a preponderant majority of homes in Tulsa and surrounding territory is the one big reason for it being a highly productive advertising medium.

In 1921 THE WORLD published far more advertising of all classes than any other newspaper in Eastern Oklahoma—and printed double the amount of Want Ads.

Oklahoma's Greatest Newspaper

THE TULSA WORLD